PRATT & LAMBERT
OIL COLOR

Pure, Clear and Strong

P&L Oil Color is made especially for the master painter who requires color of uniform strength and tone, for tinting white lead and oil, paint and enamel. It is also ideal for glazing, staining and sign painting.

In the manufacture of P&L Oil Color, the dry color is first carefully selected for its purity, strength and clearness. It is then ground to an exceeding fineness, in pure linseed oil. This superfine grinding develops the full strength and tone of the color and permits its use in even the very finest enamels.

The use of P&L Oil Color insures clean, clear tints, free from the muddy effects so often obtained with color of lesser quality. Because of its exceptionally high tinting strength, less color is required, making it very economical. Its use also saves time. Each color is made in just the right consistency for easy mixing and is added directly from the friction top can or tube to the paint, without the necessity of thinning, breaking up, or straining. Made in all the standard colors, providing a range that enables the master painter to procure any desired tint or shade.

Bulletin Red and Bulletin Blue are made especially for sign painting, where maximum brilliance and permanence of color are so necessary.

P&L Zinc White is zinc oxide finely ground in pure bleached linseed oil. It is especially prepared for mixing with white lead and oil for exterior work and with white enamel for interior work when more pigment or hiding is desired.

DO NOT GAMBLE
WITH CHEAP PAINTS OR VARNISHES
THEY ARE COSTLY AT ANY PRICE

REGISTERED P&L TRADE MARK

REMEMBER THIS TRADE MARK

This trade mark represents honest paint and varnish, made on a quality basis, to provide most economical results to the home owner.

When considering comparative costs of paint and varnish, remember that the expense of applying an inferior product is the same as the expense of applying a paint or varnish that will last two, and in some cases three times as long.

Real economy in paint and varnish is not based on the price per gallon but on the amount of surface each gallon will cover and on the number of years of satisfactory service.

Paint and varnish quality becomes evident only after it is applied and subjected to a long period of exposure. Thus, real economy and satisfaction in paint and varnish can be obtained only by using dependable products of a recognized standard of quality.

For the outside of the house, for the interior walls, floors and furniture — for everything in and about your home, there is a Pratt & Lambert paint, varnish or enamel especially designed to do that particular job better — to insure the utmost in beauty, durability and economy.

Whatever your paint, varnish or enamel job may be, let the name Pratt & Lambert and the trade mark shown above be your assurance that you will receive the **maximum** in beauty and protection at the **minimum ultimate cost.**

PRATT & LAMBERT-INC.
Paint & Varnish Makers
NEW YORK BUFFALO CHICAGO
FORT ERIE, ONTARIO

Pratt & Lambert Press — U S A POC 449

PRATT & LAMBERT
OIL COLOR

The small color chips in each column show P&L Oil Color full strength. The large chips show the reduction of each color in the proportion of one quart of P&L Oil Color to one hundred pounds of white lead or zinc in oil.

ALSO MADE IN BULLETIN RED, BULLETIN BLUE AND ZINC WHITE.

YELLOW OCHRE

RAW SIENNA

BURNT SIENNA

RAW UMBER

BURNT UMBER

VANDYKE BROWN

DROP BLACK

C. P. LAMPBLACK

CHROME GREEN LIGHT

CHROME GREEN MEDIUM

CHROME GREEN DARK

C. P. CHROME YELLOW LIGHT

C. P. CHROME YELLOW MEDIUM

C. P. CHROME YELLOW DEEP

TUSCAN RED

ENGLISH ROSE LAKE

ORCHID

AMERICAN VERMILION

VENETIAN RED

COBALT BLUE

ULTRAMARINE BLUE

C. P. PRUSSIAN BLUE

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